

Message Text

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PAGE 01 SEOUL 07452 171001Z

71

ACTION CU-04

INFO OCT-01 ISO-00 USIA-15 /020 W

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R 170750Z SEP 76

FM AMEMBASSY SEOUL

TO SECSTATE WASHDC 9534

INFO RECEPTION CENTER HONOLULU

RECEPTION CENTER SAN FRANCISCO

UNCLAS SEOUL 7452

FOR CU/EA

E.O. 11652: N/

TAGS: OEXX, KS

SUBJECT: FY-77 IV NOMINATION: HAN JOON-WOO

1. POST NOMINATES MR. HAN JOON-WOO, PRESIDENT OF TAEGU MUNHWA BROADCASTING CORPORATION (MBC RADIO/TV), FOR FY-77 IV GRANT FOR THIRTY-DAY OBSERVATION AND CONSULTATION, FUNCTION 210.

2. MBC IS A MAJOR COMMUNICATIONS FACILITY IN TAEGU, A LEADING PROVINCIAL CENTER WITH NATIONAL ECONOMIC, POLITICAL, AND CULTURAL IMPORTANCE. MBC NETWORK PRESENTLY BROADCASTS ABOUT TWENTY PERCENT LOCALLY PRODUCED TELEVISION PROGRAMS WITH PLANS FOR EXPANSION. MBC RADIO HAS LARGEST LOCAL LISTENING AUDIENCE. NATIVE OF TAEGU, HAN WAS ACTIVE IN BUSINESS IN SEOUL UNTIL HE RETURNED TO TAEGU IN JULY 1975 AS PRESIDENT OF TAEGU MBC. THOUGH HE IS HEAD OF MAJOR COMMUNICATIONS OUTLET, HE IS NEW TO BROADCASTING AND IS STILL LEARNING THE ROLE OF MEDIA AND HIS POSITION IN IT. MC, SINCE HAN BECAME PRESIDENT, HAS SPONSORED IN GREATER FREQUENCY MAJOR CULTURAL, SPORTS, AND CIVIC PROGRAMS. WITH CONSIDERABLE PERSONAL CHARISMA, AFFABILITY AND TALENT, THOUGH NOT WELL EDUCATED. HE IS RAPIDLY ESTABLISHING HIMSELF AS A COMMUNITY LEADER, HAS SHOWN POTENTIAL FOR INFLUENCING FUTURE COMMUNICATIONS AND COMMUNITY DEVELOPMENTS. A GRANT FOR HIM TO VISIT U.S. AT THIS TIME WOULD BROADEN HIS OUTLOOK AS A RESPONSIBLE COMMUNICATOR AND CONSTRUCTIVE LEADER IN THIS IMPORTANT PROVINCIAL CAPITAL. NO USG GRANT HAS BEEN AWARDED TO A MEDIA

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LEADER IN TAEGU SINCE 1969.

3. BORN IN TAEGU ON FEBRUARY 1, 1924, HAN STUDIED AT KEISUNG MIDDLE AND HIGH SCHOOL IN TAEGU, 1938-43. PRESIDENT, SSANGYONG PAPER MANUFACTURING CO., 1973-75; EXECUTIVE DIRECTOR, TAEPHYNG-YANG TEXTILE CO., 1968-69; EXECUTIVE DIRECTOR, KUMSUNG TEXTILE CO., 1962-68; DIRECTOR, SEOUL ILIL SHINMUN (NEWSPAPER), 1961-62; SAMSUNG TEXTILE CO. STAFF, 1943-60. VISITED JAPAN FOR TWO WEEKS AS GUEST OF TOKYO BROADCASTING CORPORATION, JANUARY, 1976. ENGLISH POOR, WILL NEED INTERPRETER FOR EFFECTIVE PROGRAMMING.

4. ADVISE SOONEST.
STERN

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